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## **FOR IMMEDIATE RELEASE**

### **INTRODUCING DOMINICA NEW LOGO AND BRAND IDENTITY**

**Roseau, Dominica – (December 22, 2021)** The Ministry of Tourism, International Transport & Maritime Initiatives, and the Discover Dominica Authority are proud to announce the launch of the new destination logo as part of the ongoing evolution of the Dominica brand.

As early as 2016, the Discover Dominica Authority began working towards establishing a bolder identity for the Commonwealth of Dominica. Dominica is frequently confused with the Dominican Republic. It is necessary to emphasize and distinguish the two countries because they are significantly distinct. A global study revealed that changing the logo will help Dominica stand out in a crowded market for travelers interested in what the island has to offer.

The current logo has been used for many years and was difficult to discern what it stood for. Similarly, it loses resolution in smaller applications like digital advertising and social media. Considering people are increasingly using smaller mobile devices, the logo must be easy to see. Dominica's tourism has expanded and evolved over the years, and it was agreed that a new logo would better reflect who we are as a Caribbean destination.

Opinions of key stakeholders were sought including, global source market representatives, prospective visitors, hoteliers, business owners, and members of the Government. Sweet spots of what Dominica truly is was agreed upon, Dominica is Natural, Wild, Dignified, Lively, Luxurious, Serene and Life-Changing and ultimately “Where Nature Meets Nurture”.

As unique as the island itself, the letters have the feel of the rising Morne Trois Pitons and the various shades of green depicting the lush and verdant landscape covering the country. The rich purple accent color comes from our beloved Sisserou Parrot and the vibrant red connotes our creole culture. With a very strategic approach, we were able to retain “The Nature Island” tagline since there is a great deal of equity in it and it helps reinforce our position in a competitive market and to create a clear picture.

We are indeed excited to share this new logo what we believe better clarifies the value proposition of Dominica.

The new logo design swaps the complicated-looking structure with a more minimal look. Taking this approach of re-branding to bring the design more in line with the aesthetics and portray flexibility.



In the coming weeks, several aspects of the logo rollout will be promoted to include new website branding, logo email signature, letterhead and business cards, promotional items, tradeshow assets, and other collateral as needed.

This transformation will imply everywhere in our marketing and promotion strategy to the use by end-users. With this, we aim to present Dominica better and to attract more visitors to experience the beautiful Nature Island. Tourism is essential to Dominica's economy; therefore, we need to increase awareness of and interest in Dominica's unique natural, wellness, and adventure attributes, regionally and internationally.

For more information on *Dominica*, contact *Discover Dominica Authority* at +1 767 448 2045.

Or, visit *Dominica's* official website: [www.DiscoverDominica.com](http://www.DiscoverDominica.com), follow *Dominica* on [Twitter.](#), [Instagram](#) and [Facebook](#) and take a look at our videos on [YouTube](#)

**About Dominica:** *Dominica (pronounced Dom-in-EEK-a, and not to be confused with the Dominican Republic) is a haven for adventure travelers seeking a unique vacation that includes hiking and adventure, cultural events/festivals, diving and water sports, whale/dolphin watching and canyoning adventures. Dominica lies south of Guadeloupe and north of Martinique in the Eastern Caribbean. Air travelers can connect to Dominica direct from Miami on American Airlines, and make regional connections on Air Antilles, Air Sunshine, Coastal Air Transport, interCaribbean Airways, LIAT, Caribbean Airlines, Silver Airways - (Code share: American Airlines, Delta, JetBlue), from the surrounding hubs of Antigua, Barbados, Guadeloupe, Puerto Rico, St. Maarten, St Lucia, the British Virgin Islands, and the U.S. Virgin Islands. If travelling by sea, travelers may connect to Dominica on L'Express des Iles ferry service from Guadeloupe, Martinique, and St. Lucia, and on Val'Ferry from Guadeloupe and Martinique.*

**\*Travel restrictions may apply due to the coronavirus pandemic. Please verify schedules with air and sea carriers. \***